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FLORIDA ARCHITECT

OFFICIAL JOURNAL of the FLORIDA ASSOCIATION OF ARCHITECTS of the AMERICAN INSTITUTE OF ARCHITECTS, INC.



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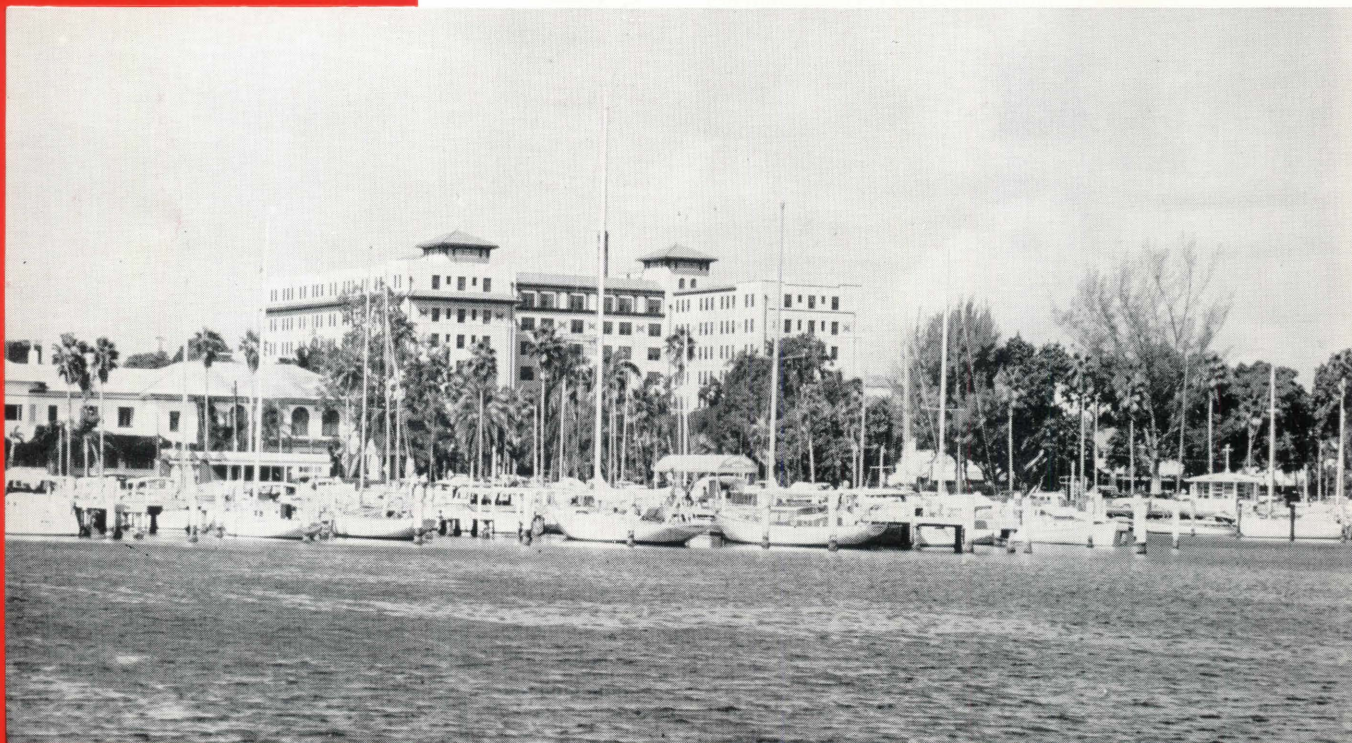


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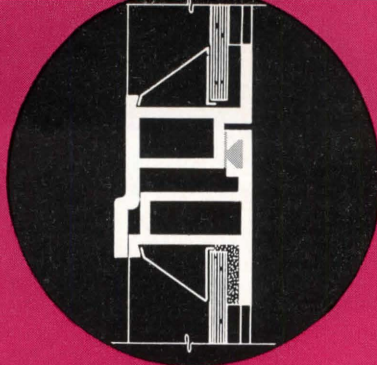


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The Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

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THE COVER . . .

This is another of Hank Koch's fine photographs. It's of the house designed
 and understandably enjoyed by Janet and Joe Rentscher — of the firm of
 Starnes and Rentscher some of whose work is shown in the eight-page insert
 bound with this issue.

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VOLUME 12
 NUMBER 2 1962

THE FLORIDA ARCHITECT

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(Say "Hoo-Dye")

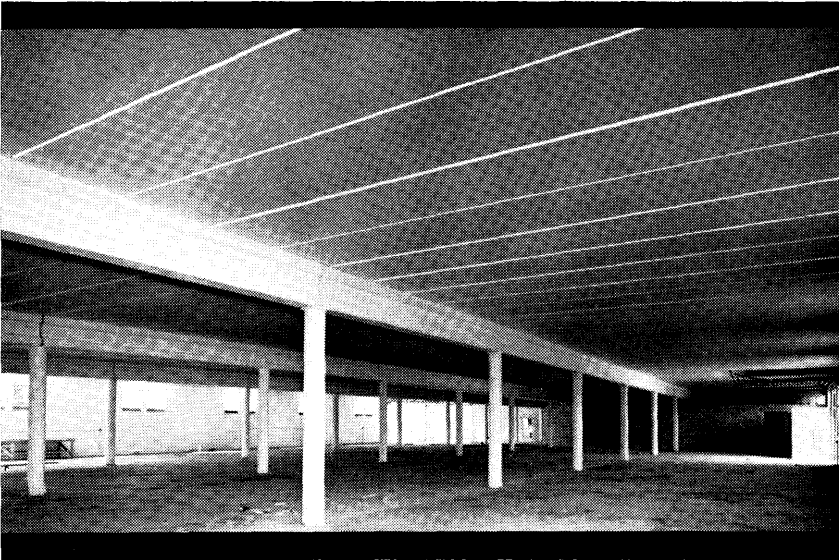
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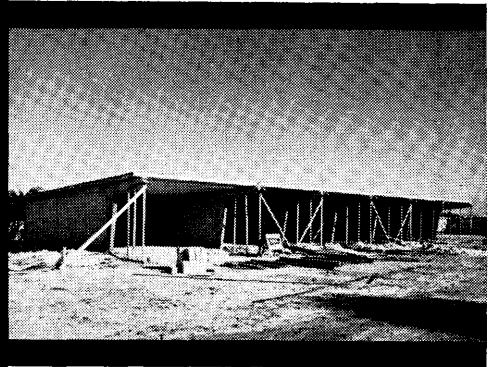
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Pompano Beach
Harrison Jones, Owner
Smoak Brothers, Contractor

APARTMENT BUILDING (Colony House)

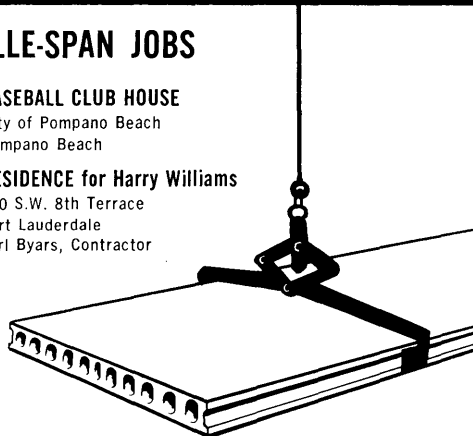
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Boca Raton
Royal Palm Development Corp., Owner
George Waddey, Architect

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Earl Byars, Contractor



APARTMENT BUILDING: McCormick Mile, Ocean Ridge, Florida. Owner: Oyster Bay Corp.; Architect: George Davis; Contractor: Al Deen. 8,047 sq. ft. of 8" HOUDAILLE-SPAN, 8,046 sq. ft. of 6" HOUDAILLE-SPAN.

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Letters

"Supervise" or "Observe"?

EDITOR, F/A:

Your editorial "Who Will Supervise the Observer . . . ?" was one that certainly expresses my thinking. The few other architects with whom I have discussed this new wording have generally accepted it with a shrug of the shoulder in much the same way all other Washington, D.C., edicts are accepted.

Our highly paid legal and insurance consultants have certainly cleared a primrose path down which the "pussy-footed" may skip. Possibly had our consultants stayed longer at the work table, a better legal definition of the term "supervision" would have been written into our General Conditions (or third person liability) and a program of insuring qualified architectural firms would have evolved. Certainly we will have a large number of *competent observers* until another court decision comes along!

Would it be possible to devote a portion of our legal and insurance fees toward obtaining a legal rendering of architectural supervision, rather than a lessening of our area of work?

Your question of how we can run away from responsibility and, at the same time, ask for more and larger responsibilities was extremely well put.

Certainly we as architects will not continue to practice without ever making a mistake. But becoming an "observer" raises our profession in the eyes of—who . . . ?

FORREST R. COXEN, AIA
Tallahassee, Florida

EDITOR, F/A:

I read your editorial "Who Will Supervise the Observer . . . ?" in the December issue of *The Florida Architect* and I wish to congratulate you on your thinking. Your question, "*Can one who seeks to weasel out of one responsibility be expected to discharge heavier ones under conditions of vastly widened scope and complexity?*" is well recognized by the public which seems to be down-grading the architectural profession every day.

On one side the architects are saying that they are willing to assume greater responsibilities for ". . . newer and larger and more complex tasks"—

as you stated. And, on the other hand, they are allowing the legal profession to take them out of their historical position.

I thought as a matter of interest you would like to see a copy of *Great Lakes Architecture* which is the official publication of the Ohio Council of the Society of American Registered Architects which gives the ARA view of the Owner-Architect contract form. Also, I thought you would like to see a copy of this new form which I am enclosing herewith.

I would like to get your reactions to the new Owner-Architect form as developed by ARA—whether they be favorable or unfavorable.

ROBERT W. STICKLE,
Registered Architect,
President,
The Ohio Council, ARA
Cleveland, Ohio

Lacking both training and experience in contract law, we can offer no comment on the ARA's Owner-Architect "Articles of Agreement and Contract." Relative to the matter of Supervision this document says—in Article I, Phase C, Section c, Supervision:—

"The Architect shall supervise the layout and construction of the work. This supervision is limited to:

"A . . . The personal services of the Architect or his qualified representatives as necessary in reporting and making recommendations relative to the progress of the work. The Architect shall endeavor to guard the Owner against defects, deficiencies, unacceptable workmanship and unnecessary delays in the work of the Contractor. The Architect is not liable for any defects, deficiencies or delays, on the part of the Contractor, however.

"B . . . Job site approval of materials and equipment furnished by the Contractor.

"C . . . It is understood that supervision of the work differs from superintendence of the work. Should the Owner desire full-time superintendence by a representative of the Owner, a Clerk-of-the-Works, acceptable to both the Owner and the Architect, shall be engaged by the Architect at the Owner's expense."

The ARA document is similar in its basic content to the Owner-Architect agreement form issued by the

Institute. However, as the foregoing quotation may suggest, it is much longer than the Institute's form since it sets forth in much greater detail—and in six parts—what the Owner is paying for in the way of professional service.—ED.

Correction, Please . . .

EDITOR, F/A:

During my visit to the FAA meeting (the November, 1961, FAA convention) I intended to discuss with you the publication of Part IV of "Omissions and Errors" in the October, 1961, issue of *The Florida Architect*.

Experience has proven that, as respects this complicated subject, it is desirable to use a previously prepared document for publication. Since I present the prepared document in its entirety, it is not subject to the varied interpretation which occur when presentations are made from notes with *ad lib* comments.

As an indication of this point, and referring specifically to the question-and-answer portion of the program, there is an inaccuracy which has been printed and which I suppose should be corrected.

I refer specifically to the question on page 27: "*If we carry professional liability insurance what should the limits of liability be?*" The answer which I gave to that question was that the limit would vary with each individual insured based on his exposures, financial worth and many other factors which could only be determined after consultation with his insurance consultant.

The answer incorrectly used in your report of the meeting was the answer to a question as to what limits of liability should the architect require of the contractor, sub-contractors and others. In answer to that question, I said that the architect should not specify limits of liability under any circumstances. This is the responsibility of the owner and his insurance consultant.

Since both of these questions are asked regularly, some useful purpose might be served by a short article on the subject in the near future.

VICTOR O. SCHINNERER,
Insurance Analyst,
Washington, D.C.

*Thanks to a careful reader—and apologies for the editorial omission
(Continued on Page 6)*

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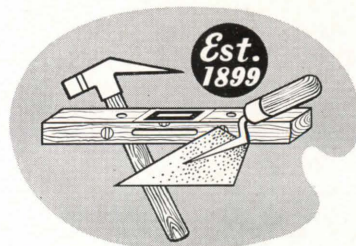
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Four-Inch Jumbo	3½	x	3½	x	11½
Closure Unit	3½	x	3½	x	7½



Letters

(Continued from Page 4)

and error. We agree that the subject noted here is important and deserves further clarification.

Extra Copy, Extra Value . . .

EDITOR, F/A:

I am presently receiving two copies of *The Florida Architect* each month since I have been accepted as a Corporate Member of the AIA. I know you will want to correct this—though I have been putting the extra copy to good use as a gift to our City Manager.

Please let me congratulate you on the fine job you are doing and say, with all the others I'm sure, that I eagerly look forward to my copy each month.

JOE WILLIAMS, AIA
Eau Gallie, Florida

Thanks for your thoughtfulness and congratulations; both are appreciated. If your City Manager would like to continue his file, we'll be glad to add his name to our stencil list.—Ed.

Creative Sculpture for Buildings . . .

This article, by ROBERT WILLSON, a member of the art staff of the University of Miami, suggests the use of a relatively new and inexpensive technique to make the use of sculpture economically feasible in contemporary architectural design . . .

In ancient centuries man had the time and the money to build structures which were rich in the arts and their human meanings. Then it was possible to make a marble Parthenon with great sculpture on pediment, metope, and frieze and crowding the interior; and a Roman Forum full of reliefs and bronze and marble statues; and a Gothic cathedral at Chartres with exciting stained glass and sculptural areas.

Today our public and private buildings are largely barren of major art, substituting instead textural walls, raw materials themselves, and structural features. Obviously the average architect no longer can sell his client on the necessity for money to buy art for his building. Before long the architect may find that he has for-

gotten how to think in terms of art for his structural shape.

However, there seems to be a means available to the architect now for securing important creative works. The price is practical in terms of budget and cilents. This method is the use of sand-cast cement monuments, reliefs, and free-standing sculpture. The possibilities in this field are unlimited; it barely has been touched. Experimental approaches are begging for research.

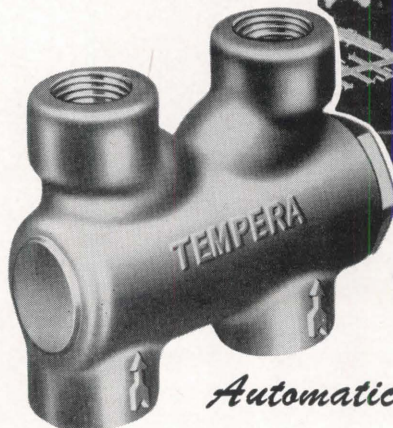
Sand-cast cement sculpture is certainly a proper contemporary fabric. It is cheap in cost of its primary materials: sand and cement. The time required for execution is suitable to the rate of modern building construction. And the fee of the sculptor is

(Continued on Page 26)

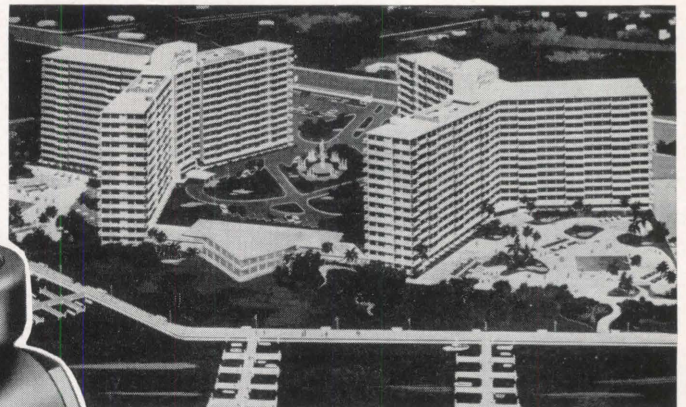
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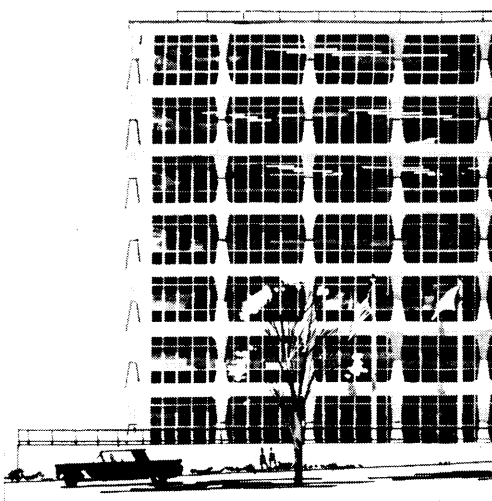
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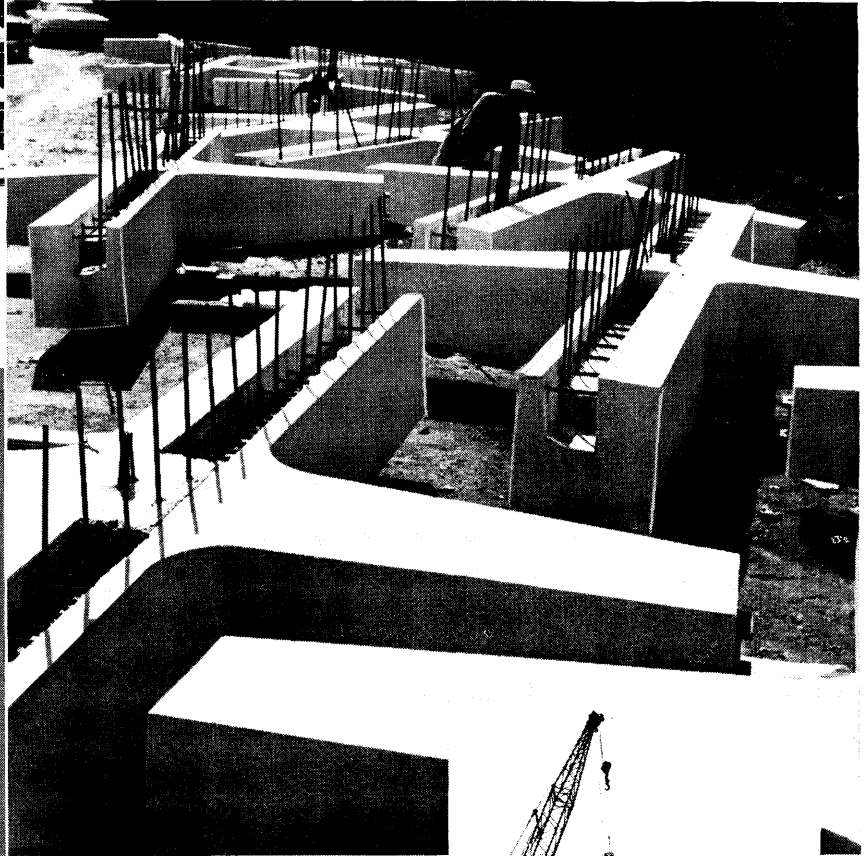
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THE FLORIDA ARCHITECT

The Bid Shopping Problem

This article, on a subject of importance to every member of the building industry, was originally presented in the form of an address before the 1961 Convention of the National Association of Architectural Metal Manufacturers at New York. The author is the Chairman of the AIA Committee on Office Practice.

By DANIEL SCHWARTZMAN, FAIA

A clear understanding of an architect's attitude toward all essential phases of building construction practice, must of necessity, start with the architect's ethical responsibility to his client from whom all commissions flow. His first responsibility is to dedicate himself to the purpose of producing a well designed building which will meet the client's requirements within the limitation of cost that economic feasibility of the project has imposed.

The architect has a secondary responsibility to see that, in the client's interest, the attitude and the actions of the contractors and suppliers involved in the building project are such as to produce the proper building for which the owner has contracted. This is often not completely understood — by both owners and contractors.

The "Obligations of Good Practice" of the American Institute of Architects, the ethical code to which architects subscribe, states:

"An Architect should guard equally the interests of the Contractor as well as those of the Client. The Architect will condemn workmanship and materials which are not in conformity with the Contract Documents, but it is also his duty to give every responsible aid toward a complete understanding of these documents so that mistakes can be avoided."

This does not mean that the architect is to be the negotiator for the contractor. Nor, on the other hand, does it mean that the architect is committed to drive unrealistic bargains with the contractors for the owner's dubious benefit.

In order to arrive logically at a discussion of bid shopping, let us examine for a few moments the background of the usual building project

from its inception.

1—A building project is born out of its economic feasibility. This is true whether private capital or public funds are involved. This feasibility is based upon the potential income or the operating funds available to the project (as the case may be), the cost of land, land development and utility connections, building construction, furnishings and equipment, maintenance and applicable taxes. Sometimes the architect is engaged to provide a special consultation service on the economic feasibility of the project. But even when the feasibility is determined without his assistance, the background of cost control is a factor for him from the inception of the project.

2—Since the architect's primary aim is a building of the highest possible architectural merit within the limitations of the site and the budget, he must start by requesting a fee sufficient to cover his own man-hours of professional service, as well as that of his staff and his consultants required by the project, in the client's interest. It is consistent, therefore, that the architect take a similar attitude toward adequate compensation for the building contractors whose work he must also direct, in the interest of the client.

3—Designs must be made and plans and specifications necessary to carry them out must be prepared. This is the point at which the architect requires the fullest cooperation — the type of cooperation that will, in itself, be the best defense for suppliers against indiscriminate Big Shopping. When the architect selects a product, he

is in a sense designing with (1) appearance (2) durability and (3) cost, the three factors he must consider in that order. If there are several products that he can be assured are of near equal characteristics, his task is relatively simple because he can get the design results he seeks and still retain the assurances of proper value that are inherent in the competitive bidding system. We all recognize that it is not a perfect system, but there is a prevailing American attitude that there is a moral aspect to it which we cannot ignore, and a legal aspect as well, as the latest publicized court cases seem to indicate.

When there is only one product known to him that will fill the full requirements, then the architect has no choice but to use the "Or Equal" basis in order to fulfill his obligations to the client. It is reasonable to expect, however, that the general contractors all bid on the same product specified, and indicate as an alternate in their proposal on which of the "Or Equal" products their bid is based, with the savings to the owner, if any, clearly stated for consideration.

This, too, is not perfect and is not permissible on certain public work; but it could be helpful to the contractor, the sub-contractors, the owner as well as the architect. I refer to the situation in which the general contractor notifies the architect after the fact (usually when there is not sufficient time to do the proper research) that the "Or Equal" product he proposes was originally reflected in his bid and to have it disallowed would be a heavy financial hardship on him. This is an unfair tactic, which may or may not have started with questionable Big Shopping, and puts an intolerable burden on the architect. The burden of proof that the product is "Equal" is morally and legally on the supplier and contractor, and the proper time to establish the facts backed up with testing laboratory reports and convincing references is before, not after, the contract is signed. The American Institute of Architects has made a great step in that direction in publishing its "Building Products Register."

This also means that intelligent, technically competent literature with the fullest possible cost, durability

(Continued on Page 27)

Report on Progress

Public hearings on the need for changing Florida's existing mechanics' lien law will continue for probably two more meetings, according to Representative GEORGE L. HOLLAHAN, JR., chairman of the Florida Legislative Council's Committee on Judiciary and Law Reform. This is the body which has already held three public hearings on the existing lien statute. The first was held in Miami and reported in *The Florida Architect* for November, 1961, and the second, in Jacksonville, was attended by ROY E. POOLEY, JR., FAA treasurer, and JOHN R. GRAVELEY, both of the Jacksonville Chapter.

Most recent meeting was held in Tampa January 12 and was attended by FAA President ROBERT H. LEVISON and RICHARD E. JESSEN who acted before the Committee as spokesman for the architects. A composite of the reports and reactions of FAA members attending and taking active part in these hearings and an interview with Chairman Hollahan relative to the progress of his committee to date provides, in summary, these points:

1... Hearings have well established the fact that the current statute needs drastic revision. Committee members are not entirely convinced, however, that *all* provisions of the present law should be scrapped and an *completely* new statute drafted. This, as pointed out by Hollahan, is largely within the province of whatever agency may finally draft the new statute. The valid assumption at present is that the draft of the new legislation would be made by an appropriate section of the Attorney General's office — and the active participation at all hearings of Assistant Attorney General TOM HENDERSON as well as DAVID V. KERNS, director of the Legislative Reference Bureau, would bear this out.

2... The Committee hopes that the two remaining hearings now scheduled — to take place in Orlando and possibly Pensacola or Miami — will develop less repetitive criticism of the present law and more constructive

suggestions for the drafting of a new one. Testimony thus far has mainly stressed the bad points of the present law. Some suggestions have certainly been made relative to certain safeguards any new law should contain. But specifics have so far been conspicuously lacking — at least so far as any attempt toward developing definite methods of safeguarding the various interests concerned in terms of legally phrased provisions.

3... However, out of the welter of speeches, questions and answers, and side comments that characterize all legislative hearings have come some clear objectives for law-writers to reach for.

Simplicity is probably of first importance. With hardly an exception hearing witnesses have pointed out the wordy and ambiguous complexity of the current statute.

Clarification of *definitions* appears to be hardly less important. In particular — and as a prominent example — much comment has been offered on the definition of "commencement" of a real improvement as an element in determining time limits for filing of notices or claims.

Lien protection for all parties to a real improvement has been especially stressed. Currently, material suppliers appear almost as "forgotten men" so far as a clear definition of their lien rights is concerned. And under the present statute professional men — architects, engineers, consultants, lawyers — have no lien coverage whatever and must seek other legal channels to insure compensation for their services. Some legislators, it is known, are not convinced of the desirability of providing a lien protection for professional people in a "mechanics' lien law." They recognize the validity of protecting the rights of these professionals, but see the preferred possibility of introducing a completely new statute for this purpose.

Similarly, the *methods* finally determined for establishing lien rights *should also include all parties*. Various suggestions have already been made — that mandatory registrations of interests be filed with the clerk of the circuit court; that notices of having supplied materials, labor or service for any real improvement should go automatically to the Owner; that time for filing liens after "substantial completion" should be reduced to force unpaid claims of all parties to the notice of an Owner prior to final close-out of a job.

Chairman Hollahan is anxious to complete his schedule of preliminary hearings and set law makers to working out the first draft of a new law.

(Continued on Page 23)

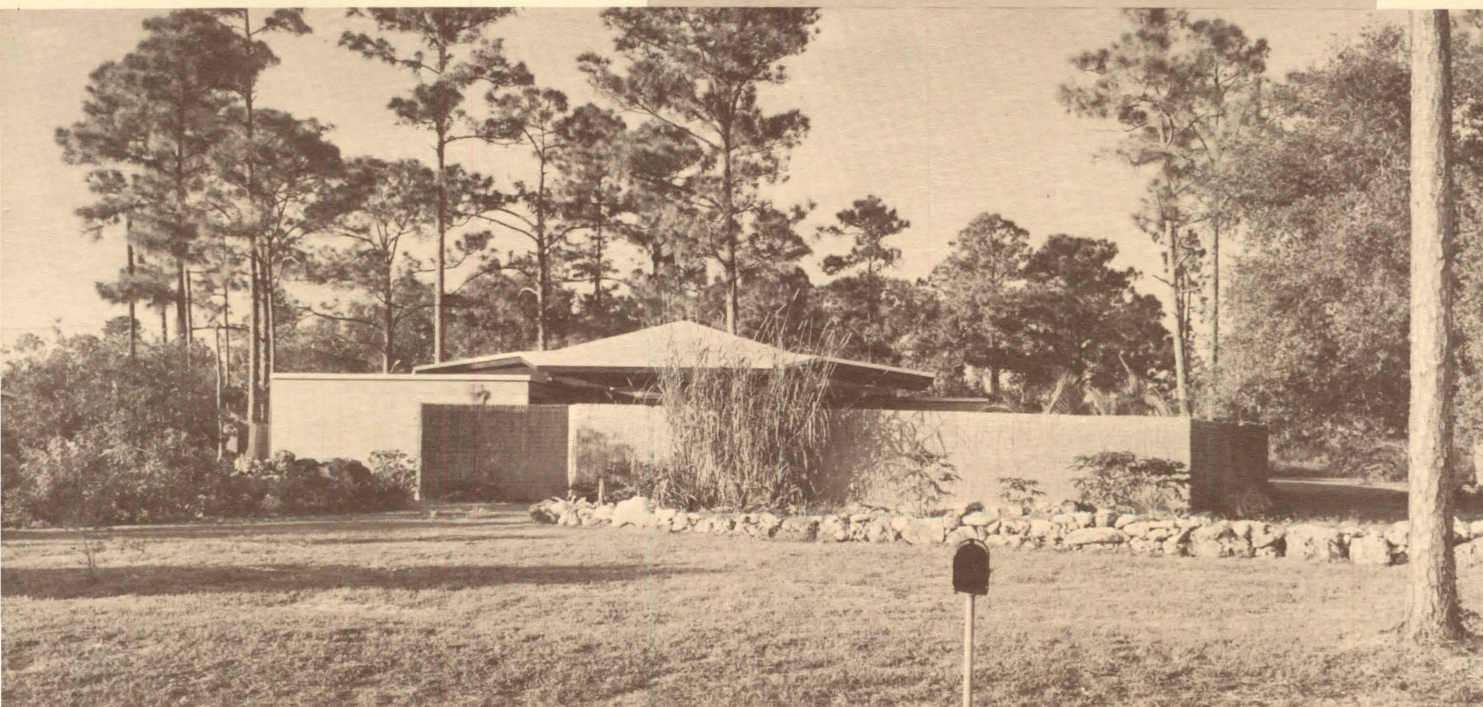
DO YOU LIKE THIS EXPERIMENT . . . ?

In past years the FAA's Official Journal has published work done by architects in most sections of the state. However, the majority of buildings shown were the subjects of citations in various Honor Awards Programs at both national and state levels. And all such presentations have been in run-of-the-magazine black and white . . . On the opposite page is the first of what we hope may be an interesting and useful new series of work-presentations. The printing process is offset to permit greater flexibility of layout. Screening of the photographic reproductions is finer to provide sharper detail, better tonal quality. And both paper and ink will be toned in various shades to provide contrasts with other parts of the magazine. Work will be varied — and we hope to show a cross-section of high architectural quality as it exists throughout the state. **WHAT DO YOU THINK OF THE IDEA . . . ? Write us — pro or con!**

Some Work of Starnes and Rentscher



The Miami firm of Starnes and Rentscher was organized in mid-1957 by Earl M. Starnes, left above, and Joseph G. Rentscher. Both are 1951 U/F graduates, and active members of the Florida South Chapter, AIA. Each man gained varied experience with long established firms in the Miami area; and work of their present firm involves the general practice of architecture largely in the fields of commercial and residential design . . .



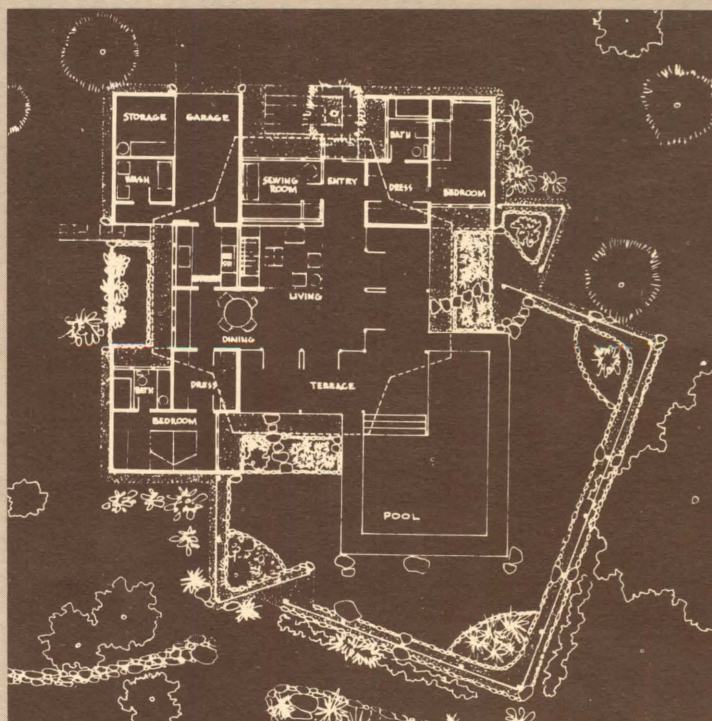
Photos by Hank Koch

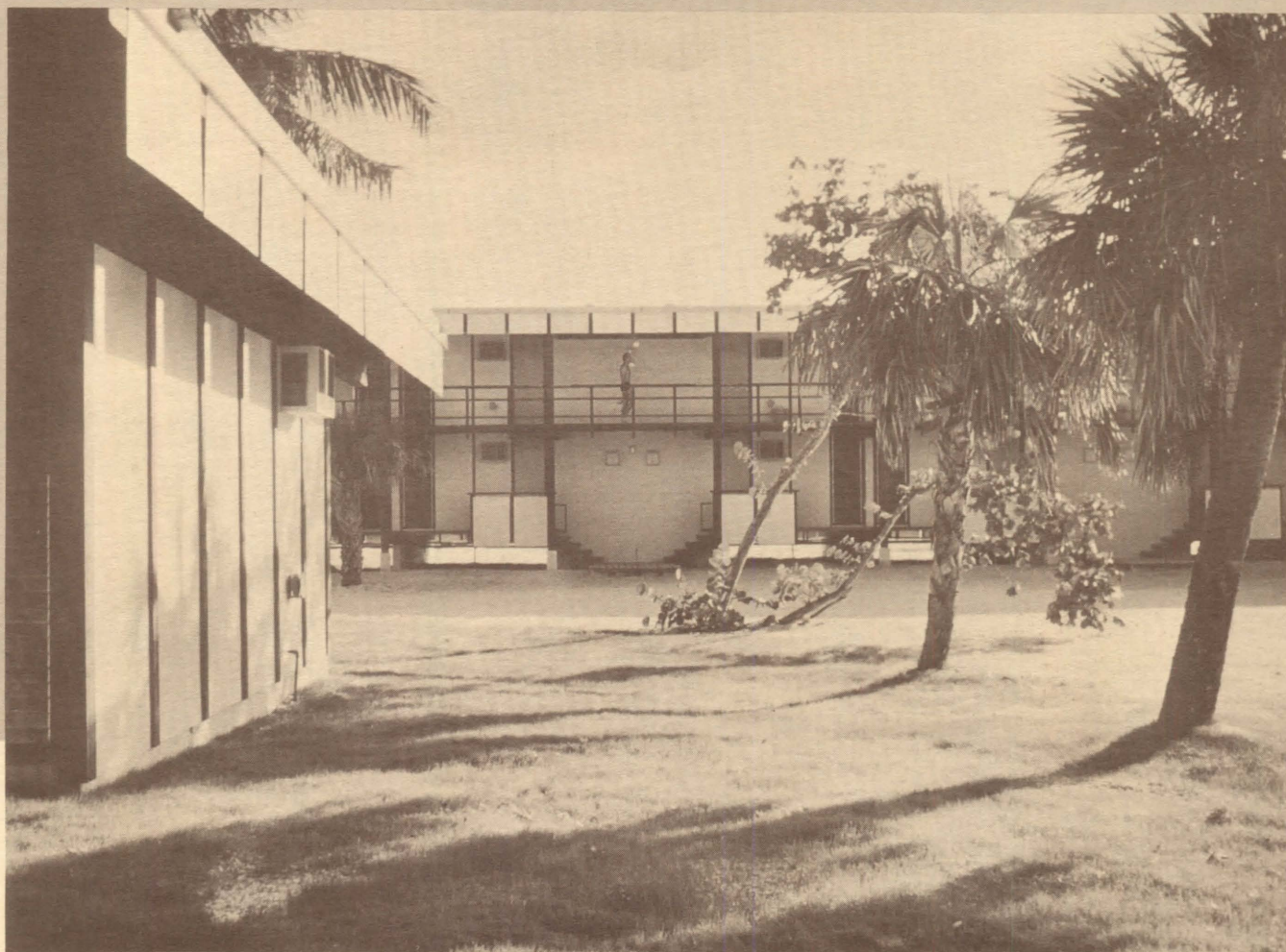
The Rentschers' House . . .





Location of the house on the one-acre, pine-studded site was dictated by lot orientation — south and east — and the desire to open pool and living areas to prevailing breezes. Solid walls are stacked concrete block. All wood construction has been exposed and either left in its natural color or stained a deep brown. In sleeping and service areas ceilings have been kept low to accent the contrast between height and openness of the peaked roof and clerestories in living and dining areas.



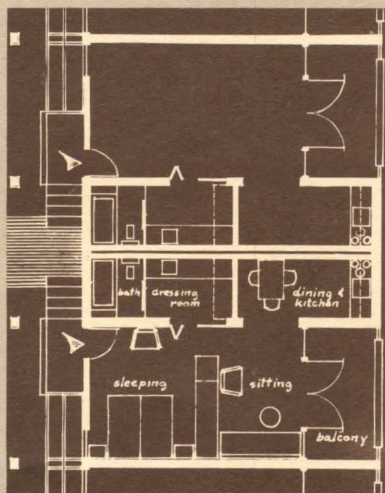
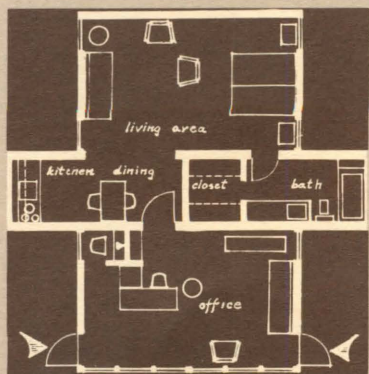
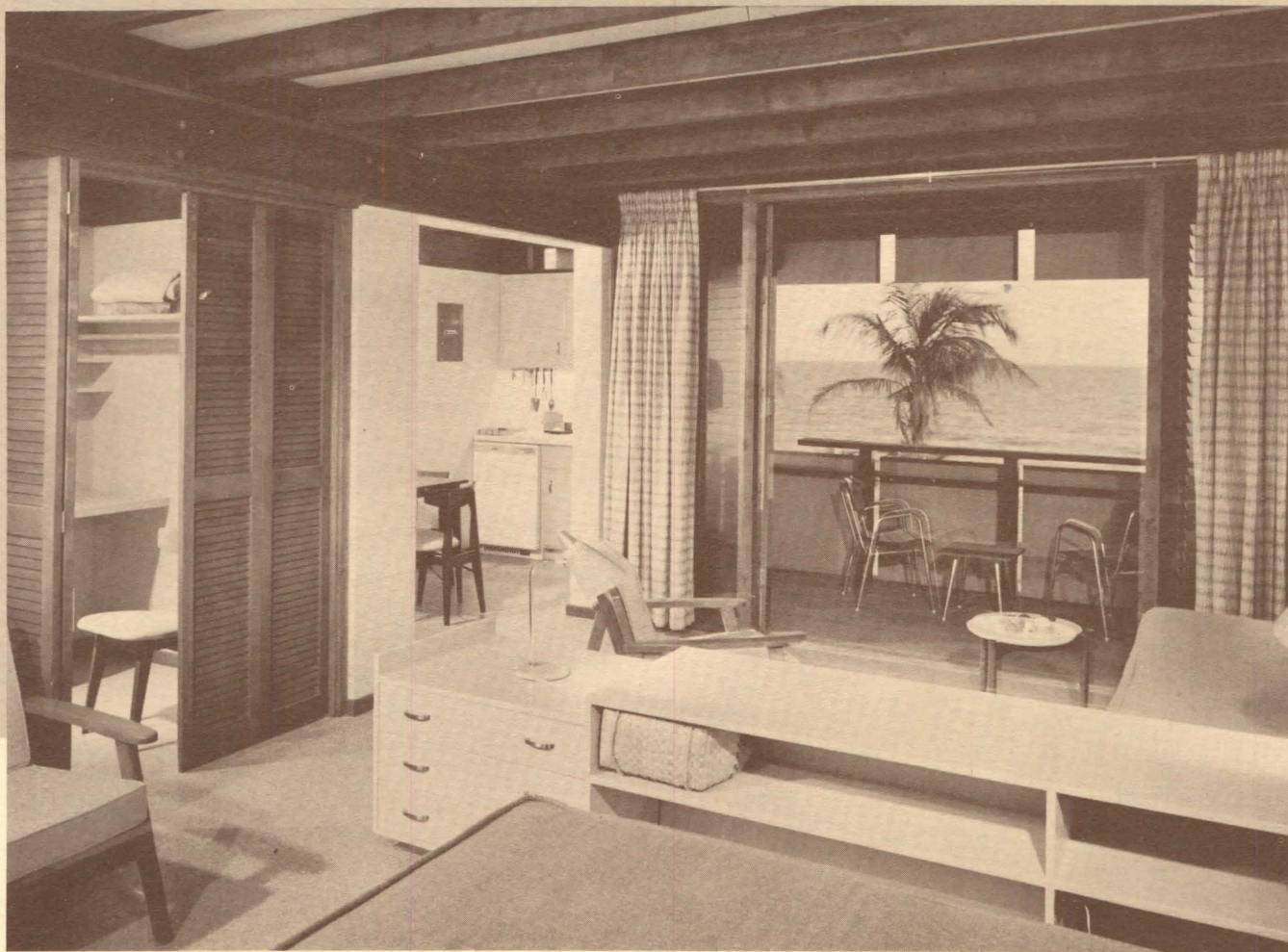


The Reef Motel

Sanibel Island, Florida



Facing south toward the Gulf and almost 600 feet of sandy shelling beach, this two-story motel contains ten "efficiency" units *per floor*. Each has its own seaside balcony; and interiors are finished in soft shades of green, yellow and brown.



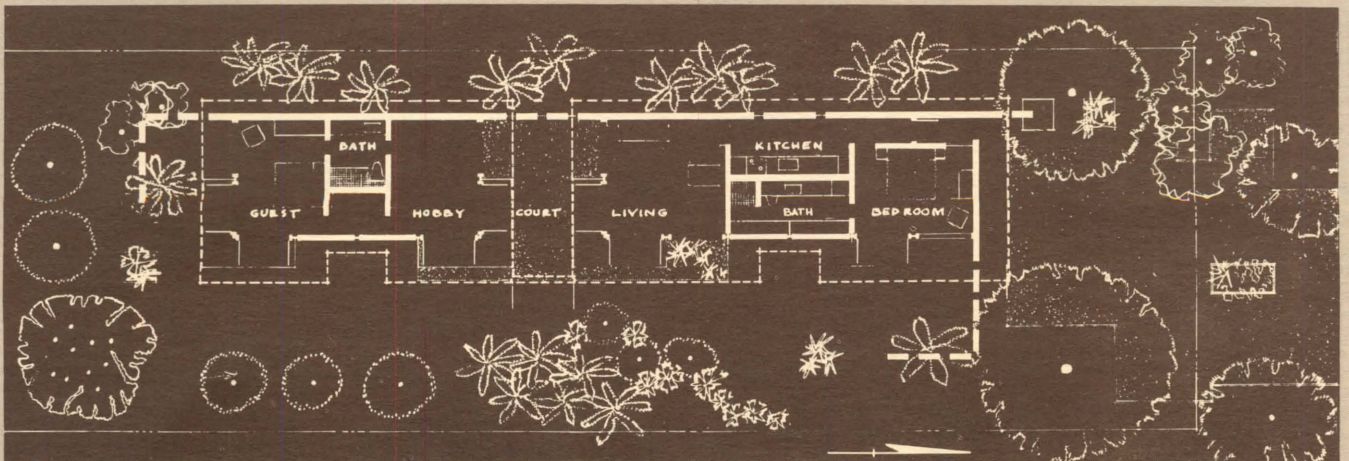
House for Robert M. Neely

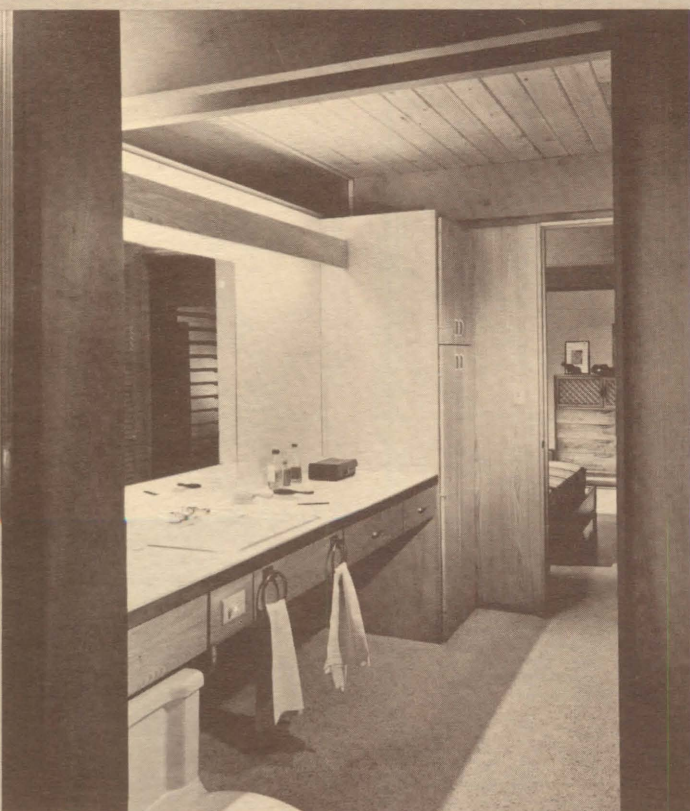
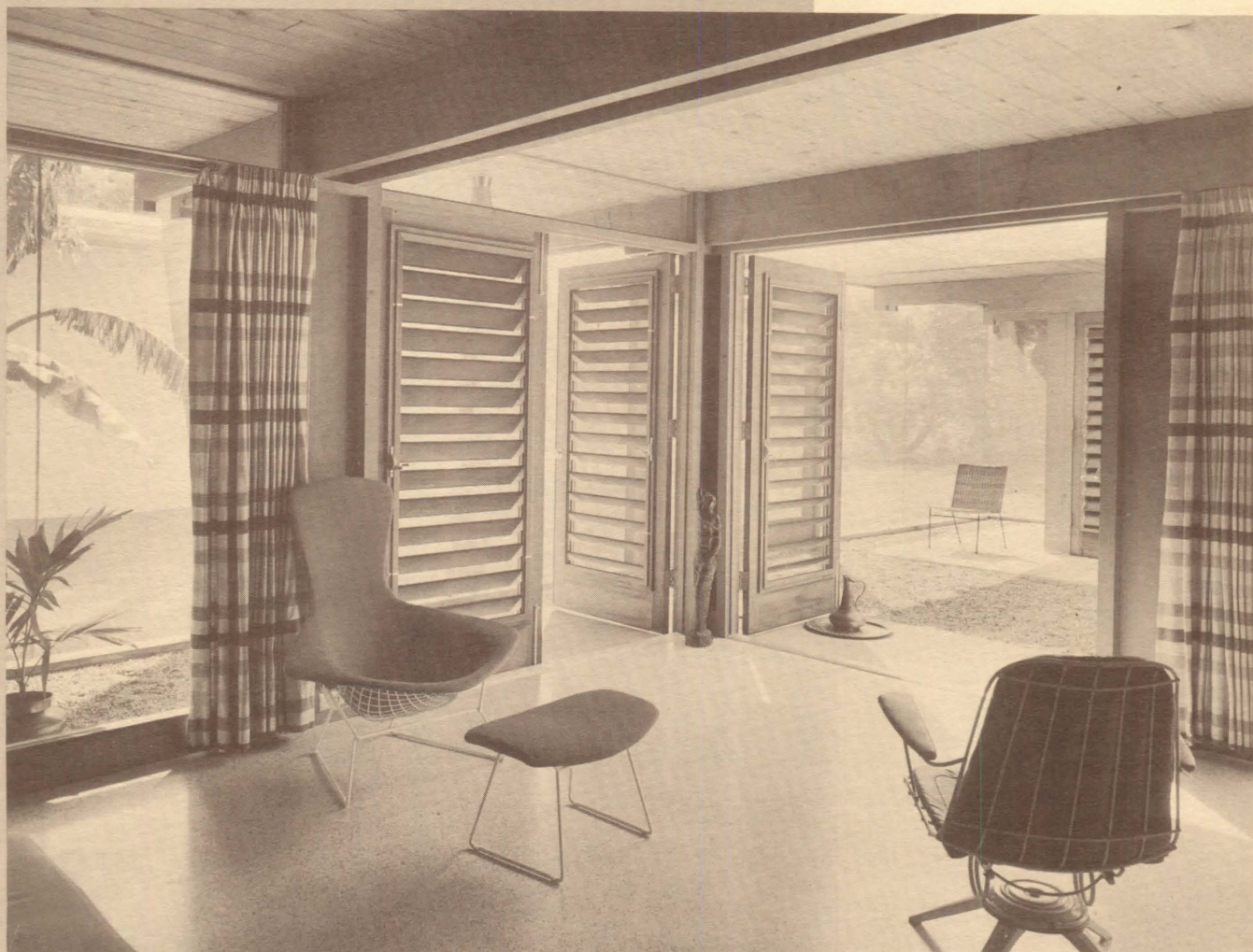
Coconut Grove, Florida





The problem here was to design a house embodying both privacy and comfort for a long, but very narrow lot facing north to the street. Requirements involved living quarters for a single man and additional quarters for guests. The solution is really two houses in one separated by an entrance court and screened from the street and along the west side by walls of stacked concrete block.





Narrow as the lot is, an illusion of space has been developed by setting the house as close as possible to the west lot line and providing as open as possible a feeling along the entire east side. Above is a view from the living room looking southeast toward the guest wing and across the entrance court.

News & Notes

BRI Spring Conference . . .

At least two subjects to be discussed at the Spring Conference of the Building Research Institute hold special interest for Florida Architects. They are, one, the problem of satisfactory performance of sealants to produce adequate joints between building components; and, two, solar effects in relation to building openings.

The first topic will be the subject of a two-day meeting that will be divided into three sessions to deal with Joint Criteria, Sealant Criteria, and Recent Developments in Joint Sealants. The second subject—similar in character to the theme of FAA's 1961 Convention—will span a three-day period. Included will be such topics as solar effects on buildings, occupants, costs, appearance, and design. A full day will be devoted to design problems of such building elements as windows, skylights, shading devices and supplementary lighting.

The BRI Conference will be held at the Shoreham Hotel, Washington, D.C., April 24-26, 1962. Program and registration information should be obtained by addressing MILTON C. COON, JR., Executive Director, Building Research Institute, 2101 Constitution Avenue, Washington 25, D.C.

CD Building Surveys Starts in 51 Counties

Action toward widening both the scope and effectiveness of Florida's Civil Defense program was taken late last month by the U. S. Army Corp of Engineers in Jacksonville. Action was initiated in two phases. First an engineering survey was conducted designed to locate buildings large enough to accommodate 50 people which might prove suitable as public fallout shelters. The second phase was the selection of a number of architectural firms throughout the state to determine what type of fallout protection would be offered by each building located.

This second phase is now under way. The third step in the planned program is analysis of what alterations might be needed to make the buildings safe as public fallout shel-

ters, and whether they could be made habitable as shelters by a larger number of people.

Currently some 51 Florida counties are being surveyed, with similar coverage for the remaining 16 planned within the next few weeks. Among the architectural firms that have received contracts for the survey program are:

Kemp, Bunch and Jackson and Reynolds, Smith and Hills in Jacksonville; W. R. Gomon and Associates, Daytona Beach; Barrett, Daffin and Bishop, Tallahassee; Look and Morrison, Pensacola; Rogers, Lovelock and Fritz, Winter Park; Bail, Horton & Associates, Fort Myers; Gamble, Pownall and Gilroy, Ft. Lauderdale; Watson, Deutschman and Kruse, Miami.

When finally selected and approved, buildings will be suitably marked designating them as public fallout shelters and will be stockpiled with survival kits by county Civil Defense organizations.

Board Adopts New Committee Structure

At its January meeting in Jacksonville the FAA Board adopted, in large part, recommendations on a new structure for FAA committees submitted by ROBERT B. MURPHY, Mid-Florida Chapter, the FAA's first vice president. Six of seven recommendations were carried. The seventh—providing that committee chairmen for a following year be appointed by the FAA president at the Board meeting prior to an FAA Convention—was referred to the By-Laws committee for study and report.

Recommendations adopted by the Board were:

1...Where feasible, that each Committee consist of two sections, namely an action section and a corresponding section. The action section consists of a chairman and one or two vice chairmen. The corresponding section consists of the Chapter committee chairman of this committee.

"2...That at least one of the members of the action section be a director of the FAA Board of Direc-

"3...That all of the members of the action section reside within a close proximity of each other, thereby permitting committee meetings without too much effort. That a meeting be held at least a month prior to each FAA Board meeting. That each corresponding member be invited to attend the committee meeting.

"4...That the three Vice Presidents of the FAA be charged with the following responsibilities: A) Supervision of the activities of committees assigned to him. B) Report to the FAA Board on committee progress (at each FAA meeting).

"5...To develop a standard outline form of report for use of committee chairmen in submitting reports.

"6...A folder of instructions to be provided each committee chairman, patterned after AIA folder, listing authority, procedure, budget and other pertinent information."

Date Set for 1962 Office Practice Seminar

The Board also decided on locations of the remaining 1962 Board meetings: in March, Miami; in July, St. Petersburg; in September, Tallahassee, and in November—the pre-convention meeting—at St. Petersburg again, the site of the 1962 Convention.

The next meeting will be held March 23 in conjunction with the 1962 Office Practice Seminar. Subject of the Seminar will be Expanded Professional Service; and present plans call for authoritative speakers from out-of-the-state who have had, or are developing, experience with an expanded service practice.

Complete plans have not yet been made for the Seminar. All FAA members will, however, receive full information from the FAA office relative to time, place and subject agenda for the meeting.

Title Change Okayed . . .

Another Board action involved a change in the designation of the administrator of the FAA's office in the Dupont Plaza Center, Miami. Formerly the FAA's Administrative Secretary, the Board authorized "...that the title of VERA M. SHERMAN be officially changed to Executive Secretary in keeping with the duties she performs." So now it's official—and the word catches up with the deed!

News & Notes

(Continued from Page 19)

It Was a Fine Year for Plenty of Folks!

If there's any truth in the old adage that figures don't lie, the year of 1961 brought a whacking lot of construction contracts to some people. According to the F. W. Dodge Corp., "A surging wave of construction contracts in December helped to boost the total for 1961 to an all-time record for the United States."

Dodge economists noted that much of the year's building strength was concentrated in the residential building sector. Apartment buildings contracts soared 32 percent above the level of 1960. Single family house construction was ahead of 1961; and the volume of residential contracts was up 7 percent from the previous year. The total number of 1961 dwelling units rose 4 percent.

Non-residential contracts slipped one percent from the 1961 volume—largely due to a sharp drop in manufacturing buildings. However, com-

mercial construction rose two percent; and the volume of institutional and hospital building contracts zoomed to 18 percent above 1960. Heavy engineering contracts slipped slightly; and both public works and utilities were down compared with 1960.

1962 Conference on Church Architecture

All registered architects are eligible to submit examples of their church work as part of an architectural exhibit to be held in Cleveland, Ohio, at the Sheraton - Cleveland Hotel, March 20 to 22, 1962. The exhibit will be held in conjunction with the 1962 Conference on Church Architecture and is being developed under the joint sponsorship of the Church Architectural Guild of America and the Department of Church Building and Architecture of the National Council of The Churches of Christ in the USA.

Information relative to the exhibit and its requirements can be obtained from MRS. HAZEL ANDERSON, Executive Secretary, 13466 Connecticut

Avenue, N.W., Suite 1123, Washington 6, D.C. Prompt action is necessary. Entry blanks must be in her office by February 26th.

Significant Quotes . . .

"In the centers of most American cities it is the older buildings which usually hold our city landscape together. Our newer commercial streets, with their inevitable competition of signs and shapes of buildings, are hardly better than a Miami Beach. Experimentation is vital and necessary to all our fields of endeavor, but experimentation which is not controlled by the cohesive force of an underlying philosophy can only produce anarchy. Today we have a kind of anarchy in architecture.

"The only way to eliminate this anarchy is to examine the essential reasons for the kind of architecture we must have, beyond basic characteristics of structural stability, utility and compatibility to the economic framework of society. Without the discipline and the inspiration which can be provided by a clear understanding of purpose, we will not be able to

(Continued on Page 22)



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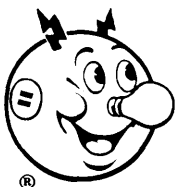
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3. **LIGHT FOR LIVING** — ample light planned for comfort, safety and beauty.

For full details of the Medallion Home program and valuable promotional aids, call any FP&L office.



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News & Notes

(Continued from Page 20)

accomplish the gigantic task of framing modern man in his proper environment. That such a philosophy must exist today is obvious when we look in retrospect at past ages of architecture . . .

"The conception of an architecture for all the people instead of a select few is only possible through adherence to a humanist philosophy — one which is consistent with the nobler ideas we seek. To achieve this high purpose in architecture the goals to realize are:

"1 . . . To enhance the enjoyment of life through beauty and delight.

"2 . . . To be uplifting, so that we can reflect the nobility to which man aspires.

"3 . . . To give order, and through order, a background of serenity for the complex activity of modern life.

"4 . . . To be truthful. It must have an intrinsic clarity of structure which is natural and inevitable for the purpose it fulfills.

"5 . . . To have full understanding of, and fidelity to our technological

processes, so that we may conserve our effort in the task of rebuilding our environment, and so that our architecture will be based on and thus be symbolic of the great advances in society made possible through industrialism.

"6 . . . Perhaps the most important of all — to be in scale with man so that he is at all times secure and happy in his environment and intimately related to it." — By MINORU YAMASAKI, during a lecture given before a meeting of the Royal Institute of British Architects.

Changes . . .

The Miami firm of FRANK H. SHUFELIN, Architect, and Associates, has announced the relocation of its offices from the Dupont Plaza Center to 9200 N. E. 6th Avenue, Miami Shores. The new phone is 759-4481.

A new firm has been formed for the general practice of architecture and engineering by ROBERT W. CITRON, AIA, PE. It will be known as Robert W. Citron Associates, Architects and Engineers with offices in the Paramount Building, Palm Beach. The phone is 832-6212.

SIDNEY L. KOTKIN has relocated his architectural office at 9211 Bird Road, Miami. The new phone is 221-4551.

RAYMOND O. PECK, AIA, has opened a new office at 522 S. Federal Highway, Pompano Beach. He was formerly located at 1808 W. Terra Mar Drive. Phone of the new office is 941-4159.

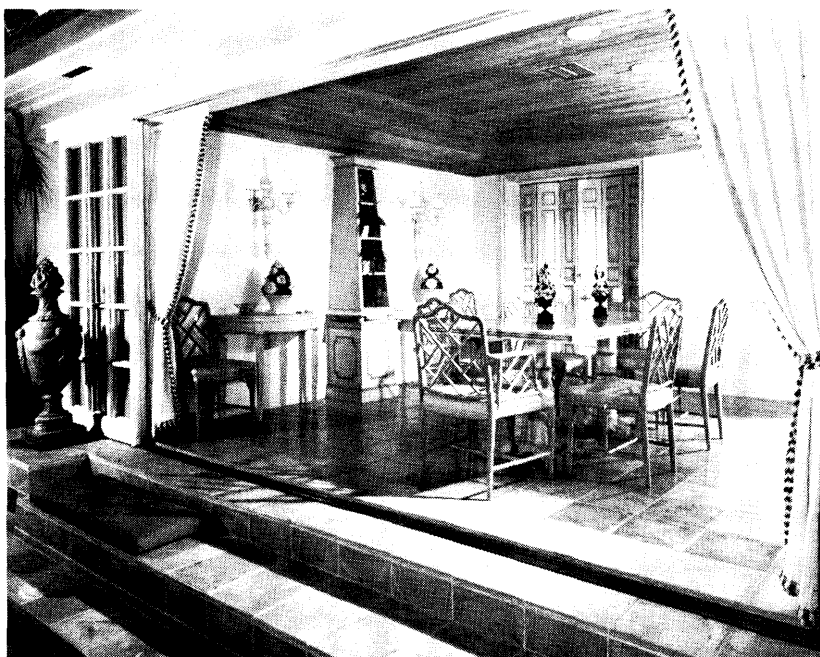
JOHN B. MARION, AIA, has relocated his office in Palm Beach. His new address is Rooms 311 and 312, Seminole Building, 230 Royal Palm Way, Palm Beach. Phone has not been changed — TE 2-1500.

The architectural firm of GUY C. FULTON & Associates has opened a new office at 2003 S. W. 13th St., Gainesville. The new phone is FR 2-9814.

H. R. LICHTMAN, AIA, has announced the relocation of his office at 211 S. Miami Avenue, Miami. The new phone is FR 4-2113.

The new architectural office of GILBERT FEIN & Associates is now Suite 211, 1674 Meridian Avenue, Miami Beach. The new phone is JE 8-7477.

RESIDENTIAL INTERIORS



Flexible . . . practical . . . yet formal enough for entertaining were the requirements for this dining area in a Miami residence. Working with specific problems, the interior designer and architect achieved this superior solution.

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Contractor: Niles A. Whyte
Interior Designer: Richard Plumer -
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Lien Law...

(Continued from Page 10)

He has accepted the principle of setting up a "lay committee" to work with legislators in developing a new law. His present thinking is that this committee should represent all interested segments of the construction industry; but that as small a committee as possible will prove to be most efficient as an advisory body to cooperate with legislators in the drafting of a new law. The architectural profession will be represented on it.

An enormous amount of discussion, writing, re-discussion and re-writing lies ahead before any bill for a new lien can be made ready for submission to the legislature. With the 1963 opening but a little more than a year away, it seems doubtful—at least at this writing—whether all the knotty questions can be resolved and a bill introduced in Tallahassee a year from this April.

It may well be that Floridians may have to wait until 1965 to get the kind of lien law they are now groping for. But this much is sure. They are on the highroad to it.

Miami Secretaries Install Officers

Miami's Architectural Secretaries Association held its first meeting of 1962 late last month at Betty's Restaurant on Biscayne Boulevard, Miami. Chief purpose of the meeting was installation of this year's officers. The organization, now beginning its third year, is made up of secretaries who help run the offices of South Florida architects and has grown from a charter group of 15 to a membership of nearly 40.

Out-going president, LUCY MUNZNER (*Whal Snyder & Associates*) presided briefly, then turned the meeting over to VERA M. SHERMAN, Executive Secretary of the FAA, who conducted the colorful and symbolic inaugural ceremony. New officers are: President, FLORENCE ELLISON (*Don Reiff Associates*); First Vice President, IDA NEWMAN (*Robert M. Little*); Second Vice President, MILLIE SARGENT (*Watson, Deutschman & Kruse*); Recording Secretary, JEANNETTE TRACY (*Robert Fitch Smith*); Corresponding Secretary, MARJORIE

SVALDI (*Lewis H. Hitt*); Treasurer, MAGDA KULHANJIAN (*Daverman & Associates*). Installed as Directors were LUCY MUNZNER and VIOLA M. LEWIS (*Polevitzky, Johnson & Associates*).

The installation ceremony involved a seven-spoked wheel with multi-colored ribbons attached to each spoke and to the hub. The wheel symbolized the unity of the organization with each spoke representing one of the club's officers and the hub its president. As each new officer's name was called she grasped the ribbon attached to her spoke, listened to a reading of her charge of office and received the congratulations of the membership.

The new president, FLORENCE ELLISON, spoke briefly on the aims, progress and future plans of the organization. One of its major activities is a continuing campaign to aid two important South Florida charities—the Variety Childrens' Hospital and the Florence Crittendon Home.

The new president introduced Mrs. ALICE WAINWRIGHT, newly elected

(Continued on Page 25)

Colorful and inviting...this employees' dining room is in the First National Bank of Clearwater, recently completed. Working closely with architect and client, the Plumer firm consistently produces outstanding designs for business and professional interiors.

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Contractor: Frank J. Rooney, Inc.
Interior Design: Richard Plumer
Business Interiors, Inc.

RICHARD PLUMER BUSINESS INTERIORS

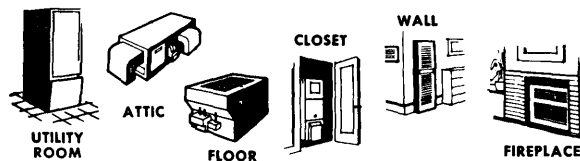


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In recommending oil home heating to your clients the chances are you're giving them something they already know about and want.

When the best costs less, it's smart to buy it! →



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Miami Secys...

(Continued from Page 23)

Miami City Commissioner, who spoke to the group about women's role in politics. She touched on the need for wider and more specific interest in all phases of city government and stressed particularly the necessity for wise planning relative to the city's future development. This, said the speaker, was of special importance to architects and their associates. She noted with approval contributions already made by many of South Florida's professional group.

Draftmen's Club

Study Courses

The 1962 schedule of advancement classes for members of the Draftsmen's Club of Miami was slated to start February 5 at the University of Miami Koubek Center, 2705 S.W. 3rd Street. This year's program as planned by the club's educational committee has been expanded to include instruction in the fields of engineering and contracting as well as in architecture. Instructors who have volunteered their services come from outstanding offices throughout the Miami area.

Courses in site planning and design will be handled by REYNOLDS CLARK; RUSSELL T. PANCOAST, F.AIA; IGOR B. POLEVITZKY, F.AIA; CHARLES S. SYMONDS, AIA; FRANCIS B. TELESKA, AIA; FRANK E. WATSON, AIA. A course in history of architecture as a background for architectural design will be conducted by O. K. HOUSTON, JR., AIA. A course on office practice—the business side of architecture—will be given by H. SAMUEL KRUSE, AIA.

To complement these architectural subjects, the Greater Miami Chapter of the Construction Specifications Institute will supply capable instructors for a course in specification writing. Members of the South Florida Chapter, AGC, will handle various instructional phases of a course in building construction.

The engineering side of a draftsman's progressive education will be covered by a series of courses in the fields of both structural and mechan-

(Continued on Page 26)

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Draftsmen Club...

(Continued from Page 25)

ical engineering. In structures there will be two courses, basic and advanced. The former will be taught by structural engineer WILLIAM C. GORMAN, and the advanced course will be handled by JOHN NYTRI.

The class in electrical engineering will be taught by RALPH SELLS. A plumbing contractor, ALLEN GILLETTE, will conduct a course in his field; and instruction in heating and air conditioning will be given by engineer FRED BARLOW.

The yearly program of advancement courses has grown to be one of the most valuable, significant and popular of the Draftsmen's Club activities. In expanded form this year, it should prove to be even more helpful as an aid to those craftsmen seeking near future registration via State Board examinations. At the very least it has already proved its worth as a means of advancing the technical abilities and skills of its member draftsmen.

Creative Sculpture...

(Continued from Page 6)

less because less time and detail is required. The type of work imposes a simplicity of style and artistic approach which is understood today on all levels. In my work, I find cement as flexible as a pencil sketch, full of color, and plastically pleasing.

It is entirely feasible to plan the costs of a building to include the concrete sculptural panels and the fee of the artist as legitimate structural costs—as some alert architects have discovered. It has been said that a wall which might demand a million-dollar fee for marble carving, could be done for \$25,000 in sand-cast cement reliefs. It is an art which can be done at costs a city council will approve.

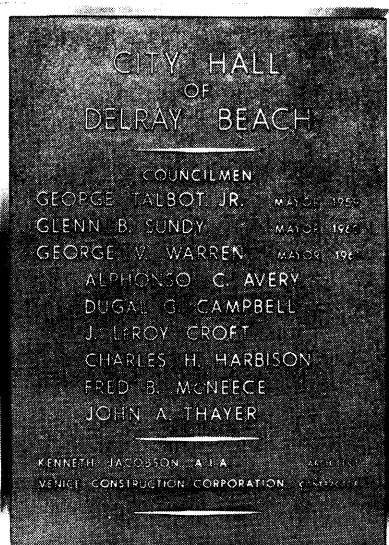
Major sculpture will not return to our buildings except through some method of sand-cast cement creations. The proper and imaginative use of this material could produce a Renaissance of the use of sculpture in architecture. This we seek, and need, if life is to be improved. Somewhere, there should be architects and artists who can work together to this end. It takes both.

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Bid Shopping...

(Continued from Page 9)

and installation information should be made available to the architect during the design selection period. Fortunes are being wasted on senseless glossy, pretty picture-type mailings to the architect which are of no value to him. This is especially true of cost information. It is not unreasonable to expect a product manufacturer to do the research required to determine on a rule of thumb basis how much his product will cost in place in the building. The feeling that cost information is sacred to the protection of the general contractor's interest is probably the open sesame to Bid Shopping and questionable substitutions.

The owner is paying in his contract for a reasonable overhead and profit-over-costs to the contractor. He

WHAT . . .

NO MAGAZINE?

If you're not receiving this magazine, it's ten to one you haven't told us about an address change. Better look to it . . . The P. O. returns improperly addressed mail. That's expensive. So, if your magazine is returned, we'll have to drop your name unless you tell us where you are.

is also paying an unspecified sum as an insurance premium for the guarantees of maximum cost and the quality of workmanship and materials that is inherent in the general contracting system. The owner, through his architect, is entitled to all of the cost and quality information on any product in his building.

I am a great believer in the theory that when a project is successful the "star-dust" settles on the shoulders of everyone involved. Architects are romantic enough to feel that their role is that of the "Master Builder" and all of the contractors, suppliers and workmen are his teammates dedicated to the best interests of the client. The great reputations in the building industry have been based on that type of reliability and are the best answer to Bid Shopping.

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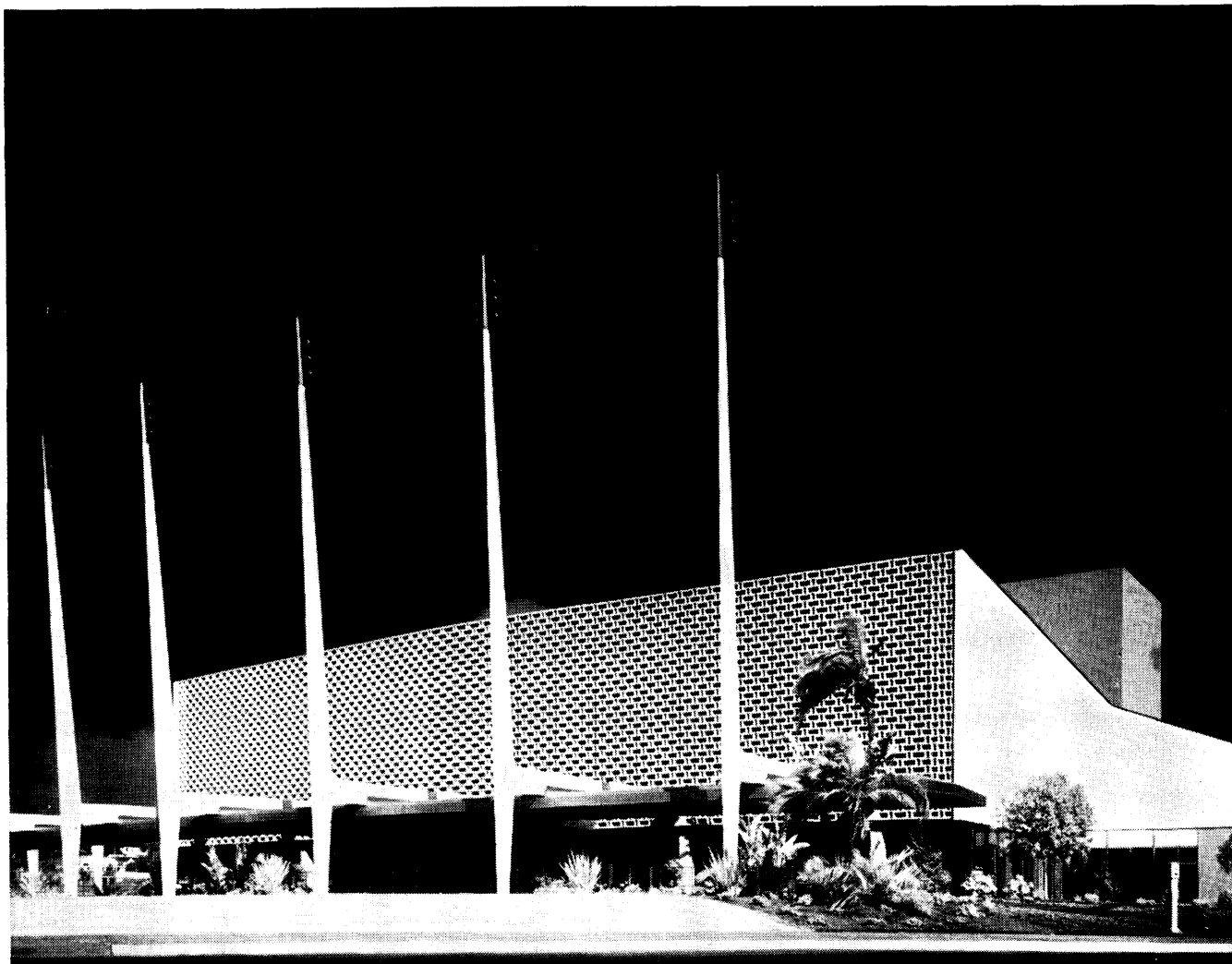
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From fronting pylons to floating floors...

dramatic Santa Monica Auditorium is a showplace of modern concrete!

Graceful beauty goes hand in hand with practicality in the new concrete Civic Auditorium at Santa Monica, California.

72-foot concrete pylons are combined with an ornamental grille rising from mezzanine floor to roof. The concrete grillwork was pre-cast at the site. And this dramatic facade will *keep* its beauty.

Inside, the concrete floor is flat for sports events—and tilts to “full auditorium” position with 2,750 seating for stage shows and concerts. The sidewalls and loft structure of

the building are cast-in-place concrete. So is the upper level concourse, while the grand stairways leading to it are of precast concrete.

The auditorium is an impressive example of both excellent design and imaginative uses of concrete in new and exciting forms. And because it's *concrete*, upkeep will be outstandingly low... and fire-resistance uniformly high.

Architects & Engineers: Welton Becket, F.A.I.A., and Associates, Los Angeles. General Contractor: C. L. Peck and Millie and Severson, Inc., Los Angeles.

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"Poor Casey Had Struck Out....!"

This story is true. Events in it happened recently. All the facts involved have been documented, and here they are.

A small, but prosperous and growing Florida Village was presented with an opportunity to purchase a Country Club as the basis for a fairly ambitious community recreational complex. The Village Council discussed possibilities of its future development with a Young Architect; and at the same time retained an out-of-state Consulting Organization to prepare a feasibility report covering the entire project.

When preliminary development plans had been completed and economic studies made and coordinated with these, it became evident that the project could become not only an asset to the Florida Village, but also a source of community revenue that would tend to reduce current tax millages. In a word, the Village Council was presented with a program for a radical community improvement that, from every viewpoint, seemed ideal.

Total cost to the Village amounted to just under \$1.5-million—comprising just over \$1-million for the Country Club property and just under \$.5-million for the contemplated improvements. Operating profits were conservatively estimated at a bit over \$111,000 — more than adequate from every viewpoint. Approval of the project was given by the community; and accordingly the Village Council proceeded to start the program moving.

The Council, realizing the scope of the opportunity at hand and wishing to make certain that all its elements were properly coordinated, decided that it would write a single contract for the entire development. Thus, the Council believed, the Village's master plan for recreation could be carried through under the direction of one administrator who would be able most efficiently to plan for and dovetail each segment of the program.

In this unusual glow of enlightened civic interest and understanding the Council called for the Young Architect.

"We wish to sign a single contract with you," the Council told him. "You are the architect for this project. But we are confident that your work would be more effective as to overall results if you were able to administer the construction as well as the design phases of this program. This would then permit us to deal with one individual whom we could regard as coordinator of the entire project. We wish to do this."

Here — almost made to order and presented on a silver platter — was what the architectural profession has been clamoring for. It was a "package without the deal." It was an opportunity for an architect to regain his original role of master builder — without necessity for relinquishing even a tiny part of his professional attributes and prerogatives.

The Young Architect said NO. Architectural design — that he would do. But his office was small and not staffed for the type of administrative and coordinating activities called for here.

So the Council naturally signed a single contract with the out-of-state Consulting Organization — for which the local Young Architect will now work as a hired and captive hand.

What would YOU have done . . . ?

The moral of this story is too pitifully obvious. This is not the first such opportunity given architects to raise their professional sights and broaden the scope of their professional service. Nor, hopefully, will it be the last. But they will be fewer and fewer as time goes on if architects fail to grasp and make the most of them as they occur.

The Young Architect could have done this. He could easily have enlarged his staff. Or he could have called on an older, more seasoned colleague for whatever special knowledge and experience he thought he lacked.

But he did neither. And his passive refusal has done something less than nothing to help the profession of which he is a member along the road to the wider service, the new responsibilities and the broader accomplishments which our time and future demand.—ROGER W. SHERMAN, AIA



DYNAMIC!

The Deauville Hotel
Miami Beach, Florida
Melvin Grossman
A.I.A. Architect

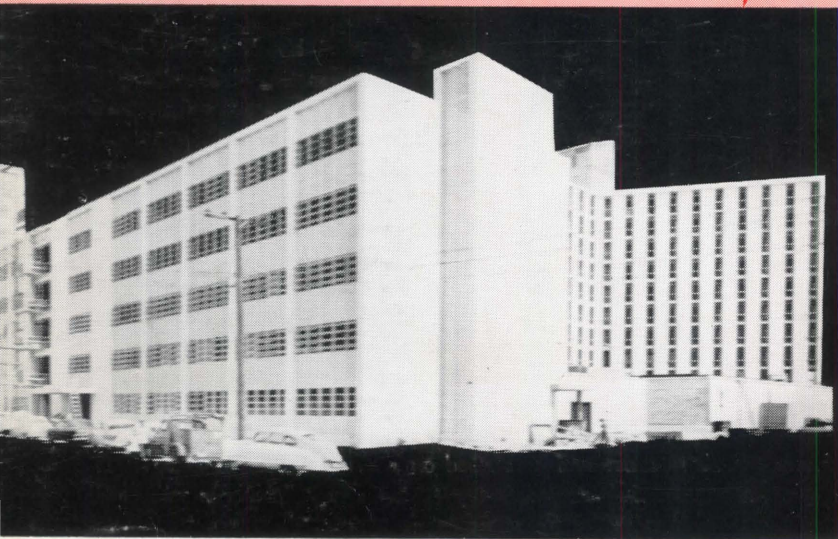
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Condominio Ponce de Leon, Santurce, Puerto Rico
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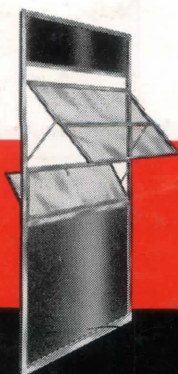
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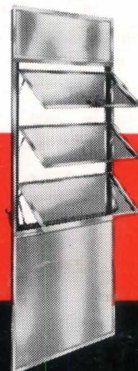
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